

## Anisfield School of Business: Business Writing Across the Core (BWAC)

The ASB faculty developed the Business Writing Across the Core (BWAC) Program, which teaches all business majors how to write five key business documents: business letter, typically to an external audience; memo, typically to an internal audience; executive summary; proposal; and business case. The objective: for students to develop expertise in writing the specific types of documents that they will most likely be using in their careers. The learning experience for each document is delivered in two required ASB core courses; one at the introductory level, and one at a more advanced level (see table below).

The program was piloted in 2009 and the faculty have worked since then to coordinate and revise teaching methods and course curricula to ensure effective delivery of our Written Communication learning goal. Additional writing support services are provided outside the classroom through the College's Center for Reading and Writing.

	<b>LETTER</b>	<b>MEMO</b>	<b>EXECUTIVE SUMMARY</b>	<b>PROPOSAL</b>	<b>BUSINESS CASE</b>
Conceptual Distinction	External document conveying information to unfamiliar audience	Internal document providing information, or requesting information	Summary of a larger document or project which may contain technical information	Persuasive document to outside audience	Extensive analysis of a business issue, which provides a recommendation
Introductory class	BADM 223: Business Law I	ECON 101: Microeconomics	ACCT 222: Managerial Accounting	INFO 224: Principles of Information Technology	MKTG 290: Marketing Principles and Practices
Advanced class	BADM 301: Ethics in Business or INFO 315: Computer Law and Ethics	FINC 301: Corporate Finance	International Business Category course	MGMT 370: Operations Management	MGMT302: Managing Organizational Behavior